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Home Appliance NewsLine

An AHAM Bulletin to Editors

FOR IMMEDIATE RELEASE
July 19, 1988

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JUNE MARKS SECOND-BEST EVER MONTH, QUARTER AND HALF-YEAR FOR MAJOR HOME APPLIANCES

CHICAGO -- The major appliance industry shipped over 4.6 million units in June, 12.8 million in the second quarter and 24.6 million in the first half of 1988, establishing second-place rankings for all three periods, reports the Association of Home Appliance Manufacturers (AHAM).

Continuing their near-record pace, major appliances are within 2.8% of last year's record quarter and half-year shipments.

Although the monthly level was off 7.0% from June 1987, the industry's all-time record month, shipments this June of 4.6 million units represented the second-largest monthly total in the history of the industry.

Two products rose above their year-ago levels in June.

- With a record-breaking heatwave affecting most of the country, room air conditioners (834,900 units) increased 27.3% to a new June record for the product and its third best monthly level ever.
- Compactors (21,000 units) increased 9.4%, the product's highest June level since 1979.

Appliance demand is expected to remain strong for the rest of the year, as indicated by the latest industry forecast calling for a second-best annual shipment of 48.1 million units -- 3.7% fewer than last year's all-time record.

1984 through 1987 represents four consecutive record years for major appliances, resulting in annual shipments of 41.2 million, 43.6 million, 47.0 million and 49.9 million units respectively -- enough for two major appliance purchases per U.S. household.

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MAJOR HOME APPLIANCE INDUSTRY SHIPMENTS*, THOUSANDS OF UNITS

June, 1988

	JUNE			CALENDAR YEAR TO DATE			CALENDAR QUARTER		
	1988	1987	% Change	1988	1987	% Change	1988	1987	% Change
ALL MAJOR APPLIANCES**	**4,639.0**	**4,987.6**	**-7.0%**	**24,615.8**	**25,318.5**	**-2.8%**	**12,894.1**	**13,270.1**	**-2.8%**
COOKING - TOTAL	**1,209.9**	**1,483.5**	**-18.4%**	**7,334.3**	**8,323.8**	**-11.9%**	**3,487.6**	**4,047.2**	**-13.8%**
ELECTRIC RANGES - TOTAL	259.8	289.1	-10.1%	1,489.0	1,633.9	-8.9%	759.0	826.2	-8.1%
Free Standing	209.6	229.1	-8.5%	1,193.5	1,312.5	-9.1%	612.4	664.2	-7.8%
Built-In	50.2	60.0	-16.3%	295.5	321.4	-8.1%	146.6	162.0	-9.5%
GAS RANGES - TOTAL	176.3	183.2	-3.8%	1,001.3	1,018.4	-1.7%	508.3	494.4	2.8%
Free Standing	165.9	173.1	-4.2%	939.3	959.0	-2.1%	477.5	465.1	2.7%
Built-In	10.4	10.2	2.0%	62.0	59.4	4.4%	30.8	29.2	5.5%
MICROWAVE OVENS/RANGES***	789.2	1,026.7	-23.1%	4,933.0	5,754.8	-14.3%	2,264.0	2,767.4	-18.2%
HOME LAUNDRY - TOTAL	**928.6**	**1,028.2**	**-9.7%**	**5,301.2**	**5,256.9**	**0.8%**	**2,598.5**	**2,603.6**	**-0.2%**
AUTOMATIC WASHERS	546.1	602.1	-9.3%	3,070.8	2,978.7	3.1%	1,534.4	1,516.1	1.2%
DRYERS - TOTAL	382.5	426.1	-10.2%	2,230.4	2,278.2	-2.1%	1,064.1	1,087.5	-2.2%
Electric	300.8	330.8	-9.1%	1,732.1	1,776.2	-2.5%	828.7	849.9	-2.5%
Gas	81.7	95.3	-14.3%	498.3	502.0	-0.7%	235.4	237.6	-0.9%
KITCHEN CLEAN UP - TOTAL	**686.2**	**745.5**	**-8.0%**	**4,063.4**	**4,360.7**	**-6.8%**	**2,007.4**	**2,109.4**	**-4.8%**
DISPOSERS	335.7	357.0	-6.0%	2,043.8	2,237.8	-8.7%	960.9	1,056.4	-9.0%
DISHWASHERS - TOTAL	329.6	369.2	-10.7%	1,902.2	2,011.1	-5.4%	989.5	1,000.6	-1.1%
Built-In	311.5	347.3	-10.3%	1,777.2	1,887.8	-5.9%	931.6	943.1	-1.2%
Portable	18.1	21.9	-17.4%	125.0	123.3	1.4%	57.9	57.5	0.7%
COMPACTORS	21.0	19.2	9.4%	117.4	111.9	4.9%	57.0	52.4	8.8%
FOOD PRESERVATION - TOTAL	**879.8**	**956.6**	**-8.0%**	**3,946.2**	**4,006.6**	**-1.5%**	**2,248.5**	**2,284.0**	**-1.6%**
REFRIGERATORS	753.4	820.7	-8.2%	3,338.2	3,396.5	-1.7%	1,902.7	1,944.8	-2.2%
FREEZERS - TOTAL	126.4	136.0	-7.1%	608.0	610.1	-0.3%	345.9	339.4	1.9%
Chest	68.1	77.4	-12.0%	326.6	341.9	-4.5%	184.5	191.3	-3.6%
Upright	58.3	58.6	-0.5%	281.4	268.2	4.9%	161.4	148.1	9.0%
HOME COMFORT - TOTAL	**934.5**	**773.8**	**20.8%**	**3,970.7**	**3,370.5**	**17.8%**	**2,552.0**	**2,228.0**	**14.6%**
ROOM AIR CONDITIONERS	834.9	655.7	27.3%	3,442.0	2,829.8	21.6%	2,236.0	1,863.4	20.0%
DEHUMIDIFIERS	99.6	118.1	-15.7%	528.7	540.7	-2.2%	316.1	362.6	-12.8%

* Domestic plus export shipments: includes both U.S. produced and imported products.
** Numbers do not add because of overlapping product categories.
*** Includes microwave ovens and combination microwave ovens/ranges.

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AHAM

TRENDS AND FORECASTS
INDUSTRY SHIPMENTS OF MAJOR APPLIANCES*, THOUSANDS OF UNITS

PRODUCT	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988**	1989**
Cooking - Total	7,291	7,354	7,456	8,005	7,303	10,051	13,717	15,635	17,518	17,915	17,053	16,553
ELECTRIC RANGES - TOTAL	3,217	3,000	2,530	2,328	2,036	2,754	3,074	3,142	3,318	3,346	3,201	3,113
Free Standing	2,336	2,244	1,975	1,829	1,619	2,190	2,496	2,568	2,721	2,691	2,572	2,506
Built-In	881	756	555	498	417	563	577	574	598	655	629	607
GAS RANGES - TOTAL	1,794	1,799	1,539	1,496	1,368	1,573	1,732	1,814	1,940	2,143	2,052	1,980
Free-Standing#	1,665	1,670	1,437	1,401	1,289	1,477	1,626	1,694	1,826	2,022	1,933	1,865
Built-In#	129	129	102	94	79	96	106	120	114	120	119	115
MICROWAVE OVEN/RANGES	2,501	2,807	3,608	4,422	4,071	5,933	9,132	10,883	12,444	12,610	11,981	11,630
Home Laundry - Total	8,659	8,516	7,727	7,342	6,746	7,910	8,733	9,192	10,009	10,635	10,564	10,377
WASHERS - TOTAL	5,038	4,965	4,550	4,365	4,019	4,616	5,049	5,279	5,765	5,998	5,997	5,932
Automatic	4,838	4,779	4,426	4,277	3,955	4,546	5,049	5,279	5,765	5,998	5,997	5,932
Wringer & Other	200	186	124	88	64	69						
DRYERS - TOTAL	3,621	3,551	3,177	2,977	2,727	3,294	3,684	3,914	4,245	4,637	4,568	4,446
Electric	2,865	2,783	2,494	2,337	2,143	2,622	2,931	3,080	3,309	3,600	3,543	3,463
Gas	757	768	682	640	584	672	754	834	936	1,037	1,025	983
Kitchen Clean Up - Total	7,169	7,098	5,935	5,854	5,098	6,822	7,758	7,858	8,381	8,696	8,354	7,965
DISPOSERS	3,312	3,317	2,962	3,179	2,780	3,544	4,085	4,105	4,269	4,438	4,288	4,106
DISHWASHERS - TOTAL	3,557	3,488	2,738	2,484	2,170	3,121	3,491	3,575	3,918	4,032	3,844	3,642
Built-In	2,971	2,984	2,354	2,193	1,956	2,859	3,245	3,327	3,663	3,763	3,584	3,396
Portable	586	504	384	291	214	262	246	248	255	269	260	246
COMPACTORS	300	293	235	191	148	157	182	177	194	226	223	217
Food Preservation - Total	7,411	7,642	6,875	6,549	5,704	6,818	7,275	7,316	7,733	8,232	8,079	7,957
REFRIGERATORS##	5,890	5,701	5,124	4,944	4,364	5,477	5,994	6,081	6,510	6,972	6,826	6,721
FREEZERS - TOTAL	1,521	1,941	1,751	1,605	1,340	1,341	1,281	1,236	1,222	1,260	1,253	1,236
Chest	835	1,039	963	889	726	702	650	634	661	692	690	684
Upright	686	902	789	717	614	639	631	602	561	567	563	552
Home Comfort - Total	4,479	4,434	3,876	4,229	3,201	2,439	3,694	3,610	3,371	4,503	4,075	3,811
ROOM AIR CONDITIONERS	4,037	3,749	3,203	3,693	2,761	2,002	3,103	3,022	2,816	3,798	3,425	3,211
DEHUMIDIFIERS	442	685	673	536	440	437	591	588	555	704	650	600
All Major Appliances	35,009	35,043	31,869	31,978	28,051	34,039	41,176	43,611	47,012	49,981	48,125	46,662

* Domestic plus export shipments: includes both U.S. produced and imported products.
** Forecasts as of May, 1988.
# Drop-in gas range data included in free-standing total for 1978 through 1984; thereafter drop-in gas range data included in built-in total.
Includes units of 6.5 cu. ft. and over.

Total industry shipments may not add due to rounding and overlapping categories

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August 16, 1988

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NEARLY FOUR MILLION MAJOR HOME APPLIANCES SHIPPED IN JULY

CHICAGO -- The major home appliance industry shipped nearly 4.0 million units in July, but failed to surpass the previous July record set in 1987, reports the Association of Home Appliance Manufacturers (AHAM).

Monthly shipments came within 3.7% of the record July level and represented the third-largest shipment ever for the month.

Refrigerators (778,400 units) and room air conditioners (405,300 units) topped the list of products that surpassed their year-ago levels.

* Refrigerator shipments were the highest ever for any July and the product's second-highest monthly level in history.
* Room air conditioner shipments were the highest for the month since July of 1980. Even so, inventories at the factory and distributor levels indicate that July shipments were constrained, more by product availability than by consumer demand.

July shipments of disposers (345,200 units), freezers (155,600 units), and compactors (17,700 units) also surpassed their year-ago levels.

While July was unseasonably hot, it was relatively dry in many regions of the country, which caused a 54.1% decline in dehumidifier shipments (37,600 units).

Year-to-date shipments of 28.6 million units were 2.9% below the year-ago level, signaling the projected decline expected this year from the 1987 record of nearly 50 million units.

According to the latest industry forecast, 1988 shipments should exceed 48.1 million units and, thus, claim a second-best annual record.

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MAJOR HOME APPLIANCE INDUSTRY SHIPMENTS*, THOUSANDS OF UNITS
July, 1988

	JULY			CALENDAR YEAR TO DATE		
	1988	1987	% Change	1988	1987	% Change
ALL MAJOR APPLIANCES**	3,986.6	4,138.9	-3.7%	28,602.4	29,471.0	-2.9%
COOKING - TOTAL	1,146.7	1,308.7	-12.4%	8,481.0	9,633.2	-12.0%
ELECTRIC RANGES - TOTAL	252.5	286.0	-11.7%	1,741.6	1,920.5	-9.3%
Free Standing	206.1	233.0	-11.5%	1,399.7	1,546.2	-9.5%
Built-In	46.4	52.9	-12.3%	341.9	374.3	-8.7%
GAS RANGES - TOTAL	162.3	163.6	-0.8%	1,163.6	1,181.9	-1.5%
Free Standing	153.0	154.8	-1.2%	1,092.4	1,113.7	-1.9%
Built-In	9.3	8.8	5.7%	71.3	68.2	4.5%
MICROWAVE OVENS/RANGES***	746.2	875.3	-14.7%	5,679.2	6,630.1	-14.3%
HOME LAUNDRY - TOTAL	787.9	846.9	-7.0%	6,089.2	6,103.8	-0.2%
AUTOMATIC WASHERS	459.7	484.0	-5.0%	3,530.5	3,462.7	2.0%
DRYERS - TOTAL	328.3	362.9	-9.5%	2,558.7	2,641.1	-3.1%
Electric	254.4	281.1	-9.5%	1,986.5	2,057.3	-3.4%
Gas	73.8	81.8	-9.8%	572.2	583.8	-2.0%
KITCHEN CLEAN UP - TOTAL	675.1	681.7	-1.0%	4,738.5	5,042.2	-6.0%
DISPOSERS	345.2	343.5	0.5%	2,389.0	2,581.3	-7.4%
DISHWASHERS - TOTAL	312.2	321.6	-2.9%	2,214.4	2,332.4	-5.1%
Built-In	296.4	305.8	-3.1%	2,073.6	2,193.6	-5.5%
Portable	15.8	15.7	0.6%	140.8	138.8	1.4%
COMPACTORS	17.7	16.7	6.0%	135.1	128.5	5.1%
FOOD PRESERVATION - TOTAL	934.0	869.1	7.5%	4,880.2	4,879.9	0.0%
REFRIGERATORS	778.4	731.8	6.4%	4,116.6	4,132.3	-0.4%
FREEZERS - TOTAL	155.6	137.2	13.4%	763.6	747.6	2.1%
Chest	85.3	73.7	15.7%	411.9	415.6	-0.9%
Upright	70.3	63.6	10.5%	351.7	332.0	5.9%
HOME COMFORT - TOTAL	442.8	432.5	2.4%	4,413.6	3,811.9	15.8%
ROOM AIR CONDITIONERS	405.3	350.5	15.6%	3,847.3	3,189.2	20.6%
DEHUMIDIFIERS	37.6	82.0	-54.1%	566.2	622.7	-9.1%

* Domestic plus export shipments; includes both U.S. produced and imported products.
** Numbers do not add because of overlapping product categories.
*** Includes microwave ovens and combination microwave ovens/ranges.

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MAJOR APPLIANCE INDUSTRY REBOUNDS WITH RECORD AUGUST SHIPMENTS

CHICAGO -- The nearly 4.2 million major appliances shipped in August, almost 100,000 more than the previous August record set one year ago, follows a two month period (June and July) during which shipments fell behind the 1987 levels, although still strong by historical standards, reports the Association of Home Appliance Manufacturers (AHAM).

Shipments increased by 2.4% over the previous August level and came within 2.3% of last year's total for the first eight months of the year.

Practically all products contributed to the new August record, with seven showing double-digit increases over year-ago shipments and eight establishing new August records.

* Refrigerator shipments (781,100 units) were the highest ever for the month and the product's second-highest monthly level in history.
* Five more appliances established new August records: automatic washers (588,700 units), dishwashers (349,300 units), room air conditioners (198,100 units), gas dryers (99,400 units) and dehumidifiers (71,600 units).
* Disposers (363,600 units) tied their record level, set in August 1986.
* Electric dryer shipments (329,800 units) were the second-highest ever for August.

Room air conditioner shipments through August already exceed 4 million units, which surpasses all full year totals since 1974 when over 4.5 million units were shipped.

(MORE)

As expected, shipments of microwave ovens (769,500 units) continued to drop, as the market becomes more saturated. According to industry estimates, approximately three-fourths of all U.S. households currently own at least one microwave oven.

For the rest of the year, appliance demand is expected to remain strong, resulting in a second-best annual shipment of 48.1 million units.

1984 through 1987 were consecutive record years for major appliances, with shipments surpassing 41.1 million, 43.6 million, 47.0 million, and 49.9 million units respectively.

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